

ABSTRACT OF THE DISCLOSURE

A display panel driving method that can reduce power consumption in a sustain step is provided. Output terminals of a column electrode drive circuit connected to column electrodes of a display panel sustain a state of high impedance during the period of the sustain step. An X sustain signal is set as a bipolar pulse signal, in each half-cycle of which the commencement time of the rise of the negative pulse is set longer than the completion time of the rise of the positive pulse, and the commencement time of the fall of the positive pulse is set longer the completion time of fall of the negative pulse. Furthermore, a Y sustain signal is displaced by a half cycle from the phase of the X sustain signal. It should be noted that the polarity of these pulses may be reversed.